

Keith-O'Brien Company

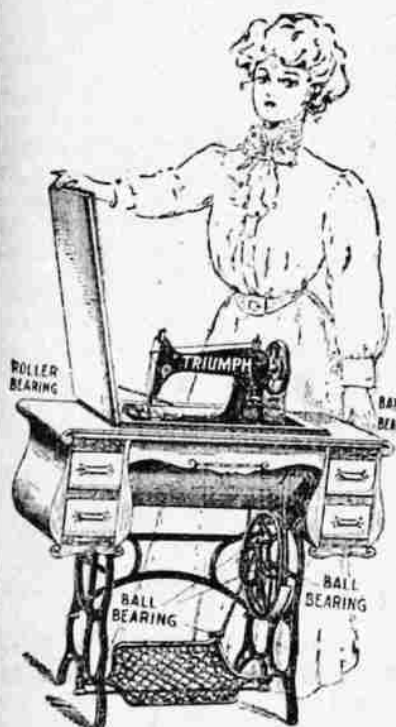
The big news has been read. It told you that we are to occupy the great Auerbach store building, now nearing completion.

¶ We wanted you to read that story even before you glanced at our usual ad. The reading occupied considerable time---but it was worth it, wasn't it? Now, the article having taken time to read, you will be busy with home duties and in getting ready for church---so, just a minute.

¶ Wasn't it glorious news? The change will mean a store just twice as large as the present one. Bigger stocks, bigger aisles, better displays and larger business, which means lower prices to you. And we will be able to look after you so much better.

¶ When the time comes and you go to the new, big store, it won't be so very strange, after all, for old, familiar faces will greet you and there will be lots to talk about, lots to see.

¶ You will help us win out, won't you? WE'LL WIN OUT---but we will look to you and your friends and all our friends for that same loyalty which has been so generously given us in the past. ¶ Time is short now, but we will talk to you again about the move.



In Considering the Purchase of a Sewing Machine, Keep These Facts in Mind—

The Triumph is a name which Keith-O'Brien coined—BECAUSE we are not permitted under our contract with the manufacturers to dispose of the machine under its real name, which is a household word—BECAUSE it sells regularly at \$50.00 while our price is \$25.00.

The Reason is Plausible

In buying in car lots and paying cash the transaction becomes direct; eliminates all agents' commissions.

The manufacturers get the same profit, our direct purchases wiping out the between expense.

Under our Club plan no solicitors, no collectors ring your door bell. Club members come to the store weekly and make payment.

THE TRIUMPH SEWING MACHINE IS GUARANTEED FOR 10 LONG YEARS

Keith-O'Brien Co. is back of the guarantee. Furthermore, if ANYTHING breaks WE FIX IT—no matter what happens WE FIX IT.

IF ANYTHING BREAKS...
IF ANYTHING IS WRONG...
IF ANYTHING WEARS OUT...
IF IT'S THE OWNER'S FAULT...
IF IT'S THE MACHINE'S FAULT...
IF IT'S OUR OWN FAULT...
NO MATTER WHAT'S THE MATTER...

We Fix It

If any one interested in other machines runs down THE TRIUMPH—just cross your fingers and smile. They merely resent the idea of a standard sewing machine being sold at half price.

When You Come to the Store We Will Tell You the Real Name of The Triumph, and Show You a Picture of the Plant, Which is as Large as Any in the Country.

THE TRIUMPH has every new improvement. IT'S ALL RIGHT—just simply a department store idea of getting a commodity direct to the people at a price less than usual.

The OLD WAY of selling machines was by house-to-house canvassers. The old price was \$50.

The NEW WAY is to buy from KEITH-O'BRIEN'S in the same reliable way that you would buy anything else. The old way, Agents and Collectors. The new way, NO agents and NO collectors.

We want you to write our store often. And the low price we quote you on our Guaranteed "TRIUMPH" machines, under our club method, will influence you to write often, and we will get better acquainted.

FREE! A full set of attachments and accessories.

How perfect it is, how smoothly it runs, how well it sews, BECAUSE it has the ball-bearing shuttle lever.

It has the roller feed motion.
It has the safety needle guard.
It has the shuttle race roller.
It has the automatic tension release.
It has the capped needle bar.
It has the ball-bearing pitman.
It has the ball-bearing drive wheel.

\$2.00 ON JOINING OUR CLUB AND \$1.00 A WEEK UNTIL PAID FOR. The Club plan at the Cash price, and the machine delivered at once.

Sometimes We Want Entertainment in the Homes for Children

Victor and Victrola Talking Machines

There is a pleasing influence to the songs and music of a talking machine. Not only is it comforting to the big folks, but the evening entertainment serves to keep the children at home.

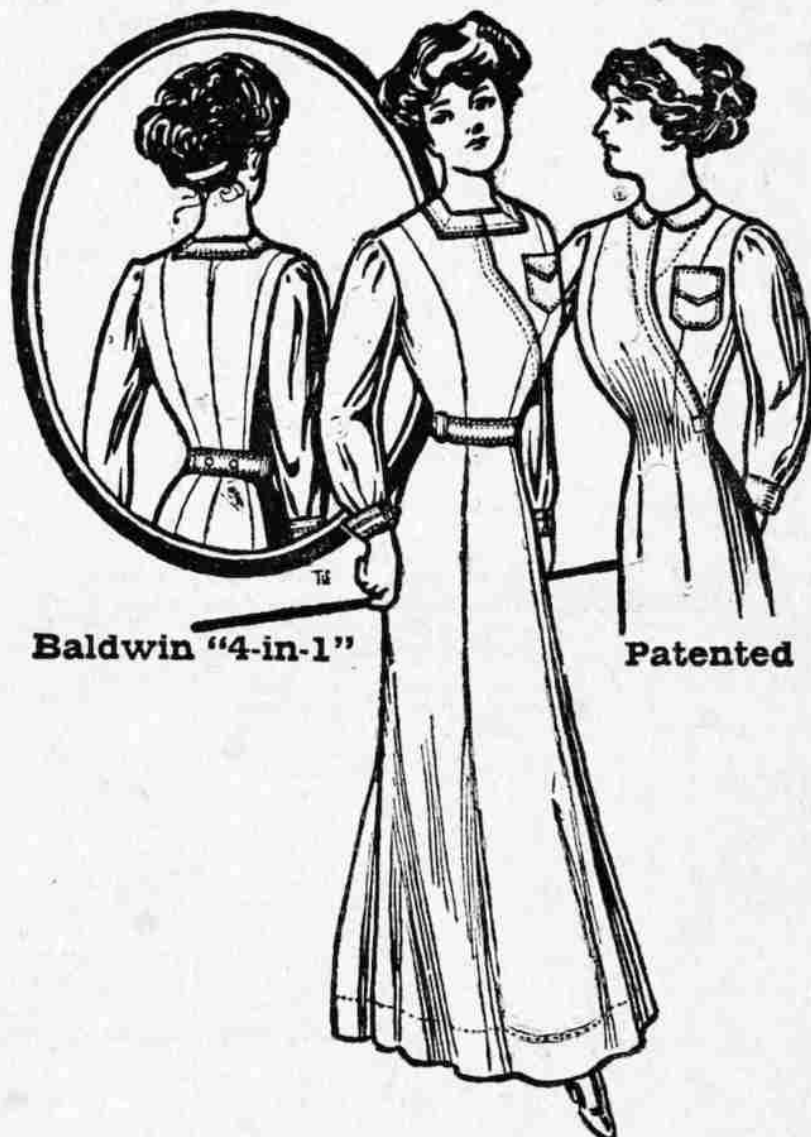
We carry all the new records.

Bring the Children to the Store for Hair Trimming

No mother cares to, and it is not always convenient for the father to, take the children to a barber shop for hair trimming. Mrs. Barrie, on the 3rd floor, will look after them.

Manicuring, hair dressing, face massage, scalp treatment and chiropody.

The Baldwin is a "Four-in-One Dress"



Demonstration and Sale of Baldwin Double Service House Dresses starts Monday. See window display.

What every woman knows about house dresses makes her eager to find something better than the usual garment. From the back it looks like a shirtwaist and skirt. In the front it folds on the lines of the Russian blouse, so much in vogue at present. It fastens up neatly at the neck and looks as trim as heart could wish.

Double-Service Dresses are adaptable to several uses. AS A DRESS the garments are complete—really a 4 in 1 dress, comprising Skirt, Waist and Two Aprons. Made with Collars and Square Necks. AS A KIMONO the garment has many special features not found in the ordinary kimono. The Double-Service garment also gives a perfect protection to any valuable clothing worn underneath it. The Double-Service Garment is a complete dress (it is NOT an apron), but it has the additional advantage that it may be used for a protection to other garments. Double-Service garments are made on a Quality Basis—the best of materials and workmanship entering into their manufacture. These new Style House Dresses are cheaper—in the end—than old style wrappers.

MADE "PRINCESS" WITH POCKET AND TWO REVERSIBLE FRONTS

The "Princess" design gives the garment an exceptionally neat and tidy appearance. The Pocket is a great convenience. The Two Reversible Fronts give Double-Service both as to wear and soil.

A SPECIAL FEATURE—FOUND ONLY IN THE DOUBLE-SERVICE GARMENTS

To change the Waist Line on these Garments raise or lower the belt a trifle, a very simple operation. By moving the belt the garments may be made to fit perfectly, either short, medium or long waisted persons.

We have added a new feature to our No. 326, square neck, as shown in cut above. By detaching a belt the dress is changed from a belt line effect to a princess; either one side or both. It can be drawn tighter, raised or lowered to suit the wearer without the usual fuss or work as with the ordinary dress. We have had a very strong approval of this new number, and know you will be interested. PRICES, \$2.15 and \$1.98.

NO BUTTONS OR HOOKS AND EYES

Two Large Snaps on the belt hold the entire garment in place. Under this arrangement the garment is adjusted to three different sizes.

FOR HOUSEWIVES

This is the ideal house garment—on and off like a coat—comfortable to work in. You can have it tight or loose by simply changing the belt. Keeps clean longer than an ordinary house dress—as it has the double front.

Genuine Oriental Rugs

Important Stock-Reducing Sale Prior to Mr. Ourfalian's Departure to the Eastern Markets.

Through all ages Oriental Rugs have held their own—the one handicraft distinguished because it is subject to no improvement.

ORIENTAL FLOOR COVERINGS ATTAINED SEEMING PERFECTION AGES AGO, BEING STRICTLY A HANDIWORK PROPOSITION.

BECAUSE the art was handed down in families generation after generation, each generation guarding the secrets of preparation of wools and materials.

GREAT CARE SHOULD BE EXERCISED IN SELECTION—

OURFALIAN'S COLLECTION



Because

Oriental Rugs are a life's study. The average lover of antique floor covering knows little about them. It is not difficult to fool the purchaser. Therefore it is important that Orientals be purchased at a reputable house.

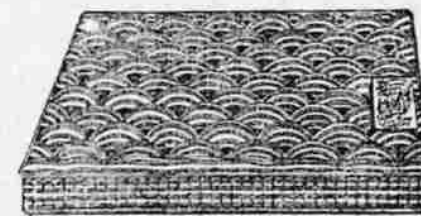
Keith-O'Brien Co. is reliable. We have absolute confidence in Mr. Ourfalian—from years of business association with him. He is an Oriental Rug Expert. We mention these facts because this class of merchandise is nearly always handled by foreigners who are usually unknown—men who travel from city to city exhibiting their goods and frequently conducting auctions and sales, and sometimes peddling from house to house. Purchases made from such sources carry no trustworthy guarantee. Then, too, often Oriental Rugs are "doctored" with chemicals which are not detectable. Sometimes even discarded rugs are obtained at importers and sold as good rugs.

There is every reason for the exercise of care. In dealing with Keith-O'Brien Company assurances are given that every rug is as represented.

This special sale affords an opportunity entirely out of the ordinary to possess reliable rugs at prices materially reduced, in some instances half prices being the rule.

Daylight inspection is important.

How is This for Comfort?



Ilanasilk Mattress

Do YOU use Ilanasilk Mattresses? You should. Read why.

The BEST mattress manufactured. Absolutely sanitary and vermin proof.

Will not retain moisture.

Will never get lumpy or flatten.

Is lighter than Down, soft, resilient.

Satisfaction guaranteed or money refunded.

Ilanasilk is the Down of Silk Floss

is a vegetable fibre which grows in various parts of the world near the Equatorial line, the finest quality coming from the Island of Java in the Dutch East Indies. The Dutch have known the many virtues of this beautiful plant for centuries, and have taken advantage of their knowledge by using Silk Floss instead of hair for mattresses. It is only in the past few years that the article has been imported to the United States. Since then its use for sofa cushions has taken the place of down almost entirely, and if people could but see the beautiful, clear, golden fleece which forms the body of a Silk Floss Mattress, the use of hair for bedding purposes would cease. It never gets lumpy, is always soft, a child can turn it over, can be made over like a hair mattress, is absolutely non-absorbent, is used to make U. S. life preservers, also mattresses, pillows and cushions on sea-going vessels, as they can readily be converted into a source of life preserver in cases of emergency, as 10½ ounces of this Silk Floss will support a man of 145 pounds in the water, and one small mattress has supported several men. If given a sun bath will swell up like a feather bed.